



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-03-2012 PAGE: 1 of 4

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No 390675	Contract Dt 06-21-2012	Revision Dt 11-01-2012	Rev# 4	Advertiser FITZPATRICK FOR US CONGRESS	Brand FITZPATRICK FOR CONGRESS	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 2407			CMS # 237822	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-08-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 237822					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 2407																	
2	10-15-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				8	30	X	X	X	X	X			3	1,900	9	17,100.00
3	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				8	30	X	X						2	1,900	2	3,800.00
5	10-15-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				8	30	X	X	X	X	X			4	1,900	12	22,800.00
6	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				8	30	X	X						2	1,900	2	3,800.00
7	10-14-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30							X	1	600	4	2,400.00
8	10-14-2012	10-28-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				8	30							X	1	650	3	1,950.00
9	10-21-2012	10-21-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705				8	30							X	1	5,500	1	5,500.00
10	11-04-2012	11-04-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705				8	30							X	1	5,500	1	5,500.00
12	10-15-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				8	30	X	X	X	X	X			2	1,600	6	9,600.00
13	11-05-2012	11-06-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				8	30	X	X						1	1,600	0	0.00
15	10-15-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	X	X	X	X	X			4	1,700	12	20,400.00
16	11-05-2012	11-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	X							1	1,700	1	1,700.00
18	10-15-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				8	30	X	X	X	X	X			4	2,700	12	32,400.00
19	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				8	30	X							1	2,700	1	2,700.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-03-2012 PAGE: 2 of 4

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
390675	06-21-2012	11-01-2012	4	FITZPATRICK FOR US CONGRESS	FITZPATRICK FOR CONGRESS	POLITICALS	WPVI - PHILADELPHIA										
Agency Est# 2407			CMS # 237822	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-08-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 237822							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 2407																	
21	10-15-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	30	X	X	X	X	X			5	3,400	10	34,000.00
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	334535	10-19-2012	3,400	POLITICAL	1 X 30 @ \$3,400 M 06:30PM - 07:00PM - 10/15/12-10/15/12 (7286)	9	30	X						1	3,400	1	3,400.00
		Total:	3,400											Preempt Total:		-1	-3,400.00
22	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	30	X	X	X	X	X			5	3,400	5	17,000.00
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	336616	10-30-2012	3,400	HURRICANE COVERAGE	1 X 30 @ \$3,200 S,Su 11:00PM - 11:35PM - 11/03/12-11/04/12 (6969),	9	30					X	X	1	3,200	1	3,200.00
					1 X 30 @ \$200 S 12:35AM - 01:35AM - 11/03/12-11/03/12 (7766)	9	30					X		1	200	1	200.00
		Total:	3,400											Preempt Total:		-1	-3,400.00
23	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	30	X							1	3,400	1	3,400.00
24	10-13-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	7	30						X	X	1	1,500	4	6,000.00
26	10-15-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	30	X	X	X	X	X			2	3,600	6	21,600.00
27	11-05-2012	11-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	30	X							1	3,600	1	3,600.00
28	10-15-2012	10-15-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	8	30	X							1	9,000	1	9,000.00
29	11-01-2012	11-01-2012	09:00PM - 10:00PM	9-10P THU GREYS (7194)	8	30				X				1	13,000	1	13,000.00
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	331861	11-01-2012	13,000	ABC PROGRAM CHANGE	1 X 30 @ \$13,000 Th 09:00PM - 10:00PM - 10/25/12-10/25/12 (7039)	8	30				X			1	13,000	1	13,000.00
		Total:	13,000											Preempt Total:		-1	-13,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-03-2012 PAGE: 3 of 4

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No 390675	Contract Dt 06-21-2012	Revision Dt 11-01-2012	Rev# 4	Advertiser FITZPATRICK FOR US CONGRESS	Brand FITZPATRICK FOR CONGRESS	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA							
Agency Est# 2407			CMS # 237822	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-08-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 237822					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 2407																		
31	10-15-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS	MO-SU (6969)				8	30	X	X	X	X	X	X	X	5	3,700	15	55,500.00
32	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS	MO-SU (6969)				8	30	X							1	3,700	1	3,700.00
33	10-10-2012	10-12-2012	06:00AM - 07:00AM	MORNING NEWS 6A	MO-FR (6949)				8	30			X	X	X			1	1,900	1	1,900.00
34	10-10-2012	10-12-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A	MO-FR (6910)				8	30			X	X	X			1	1,900	1	1,900.00
35	10-10-2012	10-12-2012	11:00AM - 12:00PM	DAYTIME 11A-12P	MO-FR (6914)				8	30			X	X	X			1	1,600	1	1,600.00
36	10-10-2012	10-12-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS	WEEKDAY (6950)				8	30			X	X	X			2	1,700	2	3,400.00
37	10-10-2012	10-12-2012	05:00PM - 06:00PM	EARLY NEWS 5P	MO-FR (6988)				8	30			X	X	X			2	2,700	2	5,400.00
38	10-10-2012	10-12-2012	06:00PM - 06:30PM	EARLY NEWS 6P	MO-FR (6989)				8	30			X	X	X			3	3,400	3	10,200.00
39	10-10-2012	10-12-2012	07:00PM - 07:30PM	ACCESS	MO-FR JEOPARDY (7063)				8	30			X	X	X			1	3,600	1	3,600.00
40	10-10-2012	10-14-2012	11:00PM - 11:35PM	LATE NEWS	MO-SU (6969)				8	30			X	X	X			3	3,700	3	11,100.00
41	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A	SU (7057)				9	30						X		1	650	1	650.00
42	11-01-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM	MO-FR	LTC	1/7/13 (6971)	9	30				X	X				2	500	2	1,000.00
43	11-05-2012	11-05-2012	12:02AM - 01:06AM	LF JIMMY 1202AM	MO-FR	LTC	1/7/13 (6971)	9	30	X								1	500	1	500.00
44	11-03-2012	11-03-2012	01:35AM - 02:35AM	LF SAT PRIVATE PRACTICE	(7767)				9	30					X			1	100	1	100.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-03-2012 PAGE: 4 of 4

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No 390675	Contract Dt 06-21-2012	Revision Dt 11-01-2012	Rev# 4	Advertiser FITZPATRICK FOR US CONGRESS	Brand FITZPATRICK FOR CONGRESS	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA												
Agency Est# 2407		CMS # 237822		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-08-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 237822					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 2407																
																Contracted Gross Total:		130	337,800.00
																Actual Gross Total:		131	337,800.00
																Agency Commission:			50,670.00
																Net Total:			287,130.00
Month/YR			Preempted		Made Good		Contract Total		Adjustments							Actual Total			
Oct 12			3,400.00		16,400.00		215,450.00		13,000.00 DB							228,450.00			
Nov 12			16,400.00		3,400.00		122,350.00		13,000.00 CR							109,350.00			
TOTAL			19,800.00		19,800.00		337,800.00		0.00							337,800.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood